

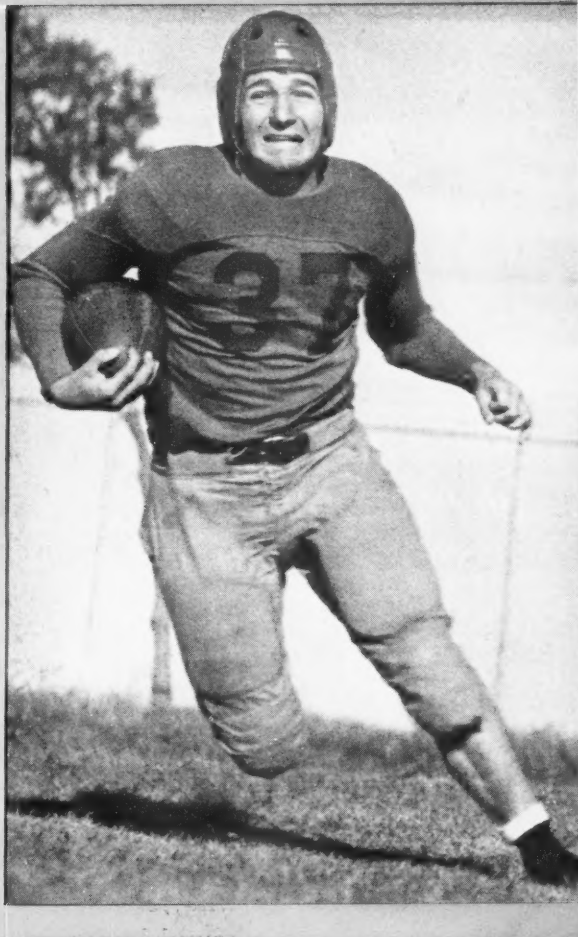
Southwest

SEPTEMBER
1937

20
CENTS

BUSINESS

OFFICIAL PAN AMERICAN EXPOSITION MAGAZINE



*Pan America's
September Headliners*

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Volume 16 September, 1937 Number 8

Southwest BUSINESS

Established 1922

Published by
THE DALLAS CHAMBER OF COMMERCE
in the Interest of the Great Southwest

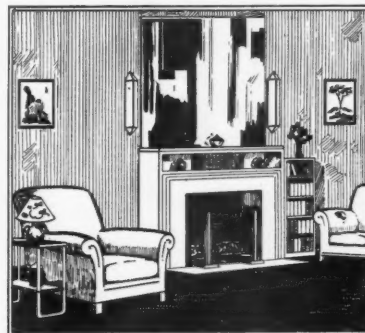
CONTENTS FOR SEPTEMBER

	Page
Let Us Face the Issue	7
By T. C. Richardson, Associate Editor, Farm and Ranch	
Sabine Area Takes \$10,000,000 Industrial Stride	8
By J. C. Watkins	
Realization of the Pan American Ideal	9
By Cesar Miro	
Peru Comes to Pan America	10
By Kitty Barry Crawford	
Pan Americana	12
Directory Reveals Dallas' Industrial Growth	14
Petroleum Daily Selects Dallas for Headquarters	15
Dallas Plant Makes Excelsior from Pine	16
Circulating Dollars	17
By Ben H. Wooten, President, Federal Home Loan Bank of Little Rock	
Medical Center Gets Maternity Hospital	18
Dallas Business	19
Business Review and Outlook in the Southwest	27
Editorial	29

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Advertising rates on application. Subscription rates, \$2.00 per year. Single copies 20 cents. Foreign \$3.00 per year. Published monthly and entered as second-class matter, February 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879. Copyrighted, 1935, by The Dallas Chamber of Commerce. Reprint permission on request. Offices 1101 Commerce Street, Dallas, Texas. Telephone 7-8451. Night Telephones: Editorial 58-4981; Advertising 5-3586. Southwest Business is owned and published by The Dallas Chamber of Commerce. Its object is to assist the Southwest in achieving a sense of unity and co-operation by presenting articles which may prove interesting and informative to business men. Neither Southwest Business nor The Dallas Chamber of Commerce stand sponsor for or are committed by the views expressed by authors in these articles.

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American Petroleum Institute	5,000 visitors

If Dallas had not had a sufficient supply of "Guest Rooms for Visitors" it would have been impossible to secure the Texas Centennial Central Exposition, which drew 6,500,000, including some 145,000 visitors at 600 conventions in 1936.

Dallas, with more than 6,000 rooms in its leading hotels alone, offers everything that the most exacting can desire. The rates are lower than most cities offer for such excellent accommodations. Already more than 700 sleeping rooms in Dallas hostleries are air-conditioned and the number is being rapidly increased. Dining and meeting rooms similarly are "comfortized."

All leading Dallas hotels are centrally located, thus facilitating the quick assembly of meetings and the keeping of appointments. The personnel of Dallas hotels are alert to render courteous, prompt, untiring service to promote the comfort of Dallas' visitors. Extensive exhibit space is available in some of the larger hotels, thus enabling entire convention meetings and exhibits to be housed under one roof.

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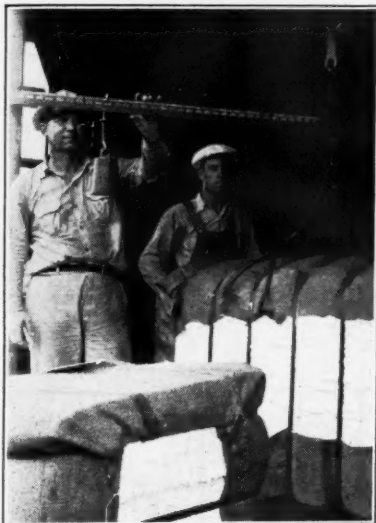
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Southwest BUSINESS

VOLUME 16

SEPTEMBER 1937

NUMBER 8



Every pound of Texas cotton means additional spendable income for both farm and urban population. Photo by Clegg.

THE announcement a few years ago that roads were being built of cotton aroused considerable interest, not to say skepticism. It was pretty difficult to imagine the soft and silky fibre once called "woven wind" in the role of highway material, subject to the terrific pounding of speeding wheels. Yet the most cursory consideration of the staple's place in the economic structure tells us that cotton has built more than roads. Dallas pavements and skyscrapers (until recent years) were only the transmuted wealth of the soil which, in the form of cotton, flowed through the veins of com-

Let Us Face the Issue

By T. C. RICHARDSON

Associate Editor, Farm and Ranch

merce and gave it life. Other sources of primary wealth have more recently made great contributions to city building, but its foundations still rest on cotton.

Elation and Misgiving

It is not surprising, therefore, that Dallas, as the greatest inland cotton market in the world—the service station (wholesale and retail) for a thousand cotton communities—watches every weather and crop report, every factor affecting consumption, and every national and international policy which may influence the cotton trade. The recent (August 1) crop report was received with mingled feelings of elation and misgiving: First, that the crop prospect was far better than in recent years; second, that the price prospect was, to say the least, not encouraging.

The forecast as of August 1 was a crop

of 15,593,000 bales for the nation and 7,680,000 bales in the Southwest (Texas and the four adjoining states). August has dealt unkindly with the Southwestern crop up to this writing, and barring an almost miraculously favorable combination of circumstances henceforth, it may be safely assumed that the final yield will fall below the estimate. It would be folly to predict more specifically at this time.

Last season the Southwest produced 43.4 per cent of the national crop, or 5,390,000 bales, which sold for about \$65 per bale, or approximately \$351,540,000. Present quotations (ten-market average) make a bale worth about \$12.50 less than last year's prices, but (if the yield holds up to the estimate) the Southwest will cash in for some \$407,040,000 on 49.2 per cent of the national cotton production as compared to 43.4 per cent last

(Continued on Page 30)

It's cotton picking time in Texas and scenes like these can be duplicated on thousands of black land farms around Dallas this month. Below, is a typical group of cotton pickers harvesting a bumper crop. At the right, is the happy moment when the heavy sack can be emptied into the field wagon. Photos by Dennis Hayes.





An unusual night photograph of the Gulf Oil Corporation's new 5,000-barrel unit for refining high-grade lubricating oil by the furfural process.

CONSISTENTLY holding its place as one of the bright spots on the business map of the nation, the Sabine district in Southeast Texas typifies with its remarkable industrial growth the similar development throughout the Southwest.

Port Arthur, the industrial capital of this area, has taken a \$10,000,000 stride up the path of progress with new construction, and the remainder of the district has followed close at its heels.

This 41-year-old city, one of Texas' youngest and most vigorous, attained this year a population of 57,000 in its corporate limits. Its immediate suburban area includes 15,000 other persons.

Sixth Oil Refinery

The sixth oil refinery to be erected in Jefferson County—which now has the largest concentration of petroleum processing activity in the world—is the \$5,000,000 cracking and polymerization plant of the Atlantic Refining Company.

This new plant was completed and put into operation in March. The company brought to Port Arthur as permanent residents 150 families from its other plants in Franklin, Pa., and Brunswick, Ga., the heads of these families to be key men in the operation of the new unit.

With the completion of the new refinery the aggregate processing capacity of the six plants in Jefferson county is increased to 351,000 barrels a day. The storage capacity of numerous tank farms in the county has been computed at 61,135,000 barrels.

Modernization and expansion programs have been instituted by the established refineries in Jefferson county. The Pure Oil Company has just completed a \$1,500,000 project of this type at its plant at Smith's Bluff. Modernization is almost a continuous process at the big plants of the Magnolia Petroleum Company, The Texas Company and the Gulf Oil Corporation. The latter two refineries, at Port Arthur, employ a total of 8,500 persons in their operating forces and have

Sabine Area Takes

\$10,000,000 INDUSTRIAL STRIDE

By J. C. WATKINS

a combined payroll of well over \$1,000,000 a month. The Gulf Oil Corporation maintains at Port Arthur what is considered the largest oil refinery in existence.

More than half a dozen tank ships are under construction for the various company fleets, which carry their cargoes to the shores of the seven seas. More than 2,500 ocean-going vessels steam up the Port Arthur ship canal each year to load petroleum products and their commodities.

Stores Natural Gasoline

Another newcomer to the Port Arthur industrial picture is the Warren Petroleum Company, which has completed the erection of some large pressure containers for storing natural gasoline, and of loading terminals to place this commodity aboard ship. This company's facilities make pos-

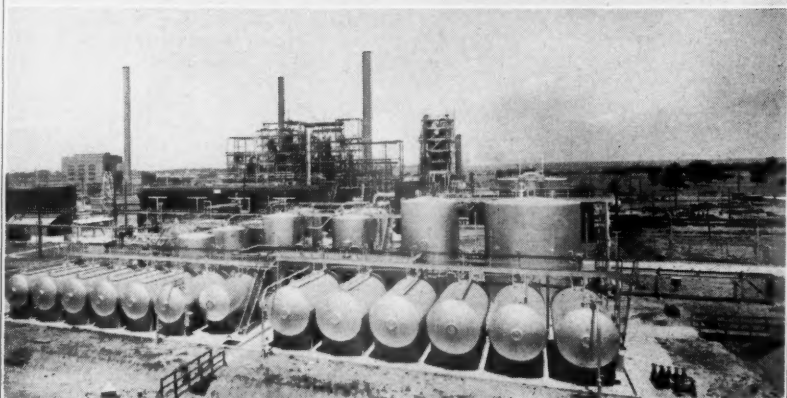
sible an unusual concentration of natural gasoline.

One of two plants of its type in the world has been erected recently at Port Arthur by the Great Lakes Coal and Coke Company. It is a calcining unit, designed to rescue petroleum coke from the borderline of a waste product and convert it into almost pure carbon and a form suitable for many industrial uses. This new plant has attracted considerable attention in the chemical world.

Non-industrial construction in the Sabine district has shown a sharp increase. Now under erection at Port Arthur is the \$2,750,000 highway bridge across the Neches river, which will be the highest in the South when completed. The federal government is financing a half-million dollar lakefront revetment program, designed to reclaim several hundred acres

(Continued on Page 18)

Below, oil tankers loading at the Texas Company terminals at Port Arthur. More than 2,500 ocean-going ships each year steam up the Port Arthur ship canal to load the products of the Sabine district refineries and other commodities. Bottom, one of the newest industrial plants in the Southwest is the \$5,000,000 cracking and polymerization refinery of the Atlantic Refining Co. at Port Arthur.



Realization of the PAN AMERICAN IDEAL

By CÉSAR MIRÓ

PAN-AMERICANISM is a feeling of solidarity which consists mainly of a desire of spiritual understanding, but which is exemplified in the economic relationships which are to build the future civilization of the Americas.

The three Americas are endowed with different natures, but at the same time they have problems in common. Pan-Americanism tries to solve these problems by means of a mutual exchange, by means of an understanding between our peoples. And just as we exchange products of the gigantic industry of the United States for the raw materials of the rich Latin soil, we should also exchange ideas, and thus bring into closer relationship our individual cultures and civilization.

The life of the modern age makes it even a better occasion for such closer relationship—one that every day becomes more and more necessary. The Panama Canal swung open the first portal of communication between the Americas; the airways have removed the enormous obstacle of distance, thus eliminating two great impediments to the realization of the Pan-American ideal.

Today, more than ever before, the world needs cooperation and understanding among the different inhabitants of its broad surface. Let us not emulate the example of Europe. Let us build our peace with a solid foundation.

The United States of America has produced outstanding men, true leaders of Pan-Americanism. We look upon Walt Whitman as a symbol of the generous spirit of your great nation. And among your prominent and illustrious men of today, Franklin D. Roosevelt stands out as the great leader for the realization of our ideal.

When I met Waldo Frank in Santiago de Chile I knew that the spiritual union between the Americas could be made possible, and since that moment I have believed firmly in the construction of a great Pan-American civilization. Economic relationships need the support of the



His Excellency Gen. Oscar R. Benavides, President of Peru

President Benavides' intense Pan Americanism was largely responsible for Peru's large-scale participation in the Pan American Exposition.

spiritual forces in order to build such a civilization. Then will it be that Pan-Americanism will cease to exist as something intangible and idealistic; then it will be that Pan-Americanism will cease being a mere beautiful word; and then do I hope to live to see Pan-Americanism as a reality.

The young nations need only the force and the expression of their youth for the accomplishment of their aims. Would it be that the young nations of today could focus their aims toward the realization of the Pan-American ideal—an ideal that is worthy of the sincere effort of the youth of the Americas.

(EDITOR'S NOTE: Mr. Miró is a noted Peruvian journalist who accompanied his country's official exhibit to the Pan American Exposition in Dallas. He wrote this article at the request of *Southwest Business*.)

Peru Comes to Pan America

WITH SIGNIFICANT EXHIBITS

By KITTY BARRY CRAWFORD

PERU... the country in South America where the cornbread may be black or bright red... where the best native beer is purple... where the yellow potato similar to our white one is an exclusive national delicacy because it will not grow anywhere else... where people scale the mighty peaks of the Andes in airplanes they make themselves, using parts and spruce wood from the United States... where maize or Indian corn has grains as large as nickels and is ebony black, deep red, purple, lavender, white, and white striped with red, but not bright yellow like the leading North American variety... where pisco, native hard liquor, slips down like a sweet wine and knocks you like whiskey or gin... where Tanguis, a cotton with a longer staple than any produced in this country, grows to perfection... where husky athletes get vitamins and energy from quina, a tiny native grain, in preference to whole wheat... where mummies, left from civilizations thousands of years lost, still are so well preserved they smell too bad to pass the United States customs... where crochets are dug from ruins 1,500 years old... where the president made all the pawnbrokers give the women back their sewing machines so they could work... where the school children of the poor are fed free in huge government restaurants... where English has been ordered taught in all of the public schools in the hope of closer inter-American relations... where the government has wiped out the national deficit during the past six depression years... well, in one of the most comprehensive and varied exhibits at the Pan American Exposition, the Peruvian government gives us Peru!

The exhibit occupies all of the east end of the Pan American Palace, including the deep bay or alcove overlooking the patio in the rear of the building. It is fraught not only with deep interest, but has definite commercial and economic significance for Dallas and all of the Southwest. To put it simply, Peruvians hope we will increase the use of their products, and wish to take back with them information that will lead to a wider use of North American products in Peru.

A brief survey of the missions in the United States of the four special representatives the Peruvian government has

sent to the Exposition will give a clear idea of this wider meaning of Peruvian participation in the big Dallas show.

San Francisco Consul

Fernando Berckemeyer, commissioner general from Peru to the Exposition, is consul-general from Peru to San Francisco. Much of the material exported from Peru to this country clears through Pacific Coast ports, but it clears also through Panama by boat to New Orleans and Galveston. Upon a definite increase in this latter traffic Sr. Berckemeyer has an eager eye. He believes that the people of the Southwest may use many Peruvian products to advantage, especially in the interest of better agriculture. Through the exhibit he wishes to explain how this may be accomplished.

Julio Tijero, special representative of the Agricultural Society of Peru, has been sent to Texas not only to explain agricultural products of his country, but also to make an intensive study of ours. One of the most prominent cotton planters in Peru, he brought with him a display of Tanguis cotton, which is grown only in Peru and Egypt, and a curious cotton grown in Peruvian jungles. He wishes to study cotton production in Texas, largest

cotton-growing state in the Union. He wants to know all about machinery, such as planters, cultivators, and gin and compress equipment, which we use in the Southwest. Later he will visit the great irrigation centers, for, to increase the production of cotton and other agricultural products, the Peruvian government plans the creation of great irrigation systems to water dry plains.

Studies Highway Development

Senor Tijero will also make a study of machinery powered by crude petroleum and distillates. He will take a look at our national highway development. Peru has set aside \$50,000,000 to build new highways, and is buying all the machinery in the United States. In the commercial section and the government division of the exhibit some idea of highway development is given. With others of the Peruvian delegation, Senor Tijero is interested in air-conditioning and refrigerating, or cooling, machinery made in this country.

Luis P. Navarro, who was specially delegated by his government to assemble and arrange the Peruvian exhibit at the Exposition, is an important link between the airplane industries and air communications of Peru and the United States.

This handsome carved chest, made for a silver service duplicating silver of Spanish colonial days, is one of the magnets of interest in Peru's varied exhibit at the Pan American Exposition.



Peru has ordered English taught in all the public schools, in hope of closer inter-American relations.

Former Peruvian consul at Portland, Oregon, he is now engaged in the import and export trade between South America and the United States. He exports North American plane parts and spruce wood which are used in the manufacture of planes in both Peru and Argentina. He is intensely interested in giving out information about the airplane industry of his country and has many large photographs of Peruvian-made planes, and other things of interest on display here. He is also an expert on the marvelous government display of Peruvian silver, of which some 300 pieces, antique and modern, occupy prominent place in the exhibit. Silver mining and manufacture are leading occupations of Peru.

Cesar Miro, special radio and newspaper representative of *El Comercio*, largest newspaper in Lima, capital of Peru, is studying North American radio equipment, broadcast methods, and our modern newspaper plants and journalistic procedures.

Five Sections of Exhibit

The Peruvian exhibit may be divided in five sections: displays of the art and folk materials of Peru's ancient civilizations; the colonial period display from Spain's 300 years of domination; the modern government; and modern industry, natural resources, and agricultural products.

The thrilling pre-Inca and Inca exhibit of pottery, textiles, household articles and archaeology probably holds the attention of casual visitors longest. Women visitors hang over the large oblong sewing basket made of woven reeds, and filled with thorn needles, bobbins wound with bright-colored wool and cotton thread, long knitting needles, bits of textiles probably reserved for patching clothing, and other interesting and amazingly well preserved things. Many other household articles, especially pottery, are shown.

To the person with artistic bent, particularly art students, this exhibit holds deep meaning. It shows that the fine arts were held in definite esteem by the peoples of olden times in Peru. A thousand years before Columbus discovered America, and even longer ago than that, great civilizations flourished on the two American continents, during which people made exquisitely designed pottery and sculpture, did lovely painting in color, and established the ideals and spiritual progress of individuals and peoples with ade-

quate art expression. All of this may be learned from the sculptured heads of men and women, of animals and birds and warriors, now on display in the Peruvian section.

Incan Jewelry

Not all of this material may be seen in the Peruvian exhibit. Some of it is being prepared for display in the exhibit from the Tulane University Department of Middle American Research in the Texas Hall of State. There it may be protected by heavy plate glass from careless or too curious spectators. Among the things from Peru to be seen in the Hall of State are fine jewelry worn by Inca queens, made of turquoise and jade inlay and handmade beads; Mummified heads shrunk to the size of doll heads; the most fragile and valuable pieces of art; and a large crochet shawl, estimated to be at least 1,500 years old, made of fine thread in lovely colored patterns.

The objects to be seen from Peru in the Texas Hall of State are part of the large collection of Nasca, or pre-Inca culture owned by Senor Tijero, which is, in fact, the largest privately-owned Nasca collection in the world. Senor Tijero discovered this material himself during excavations extending over a period of seven years.

The colonial period is represented in the display by the setting of the display itself, with representations of the colonial and modern coats-of-arms of Peru, the griled Spanish doors and other decor, and by colonial furniture, silver, and art. Many enlarged photographs of the historic buildings of colonial days, including the Palace built by Pizarro in which the Spanish viceroys lived, are in this part of the exhibit.

The large chest of modern silver, together with a number of silver decorative pieces set on magnificent vicuna rugs in the center of the alcove, is the first thing that flashes across one's vision on entering the exhibit. So pure and simple are the designs, so exquisite the patina, and so massive in their molded contours, that visitors almost gasp when they are told that this silver—often as thick as the little finger—is fashioned from metal 900 per cent pure. Many additional examples of the art of Peruvian silversmiths, antique and modern, are shown in the wall cases and in the industrial section.

The huge illustrated charts in the gov-



These are two of many examples of the sculpture and art of the Incas and their predecessors in Peru. The bead at the top is more than 1,500 years old. Note the humor, rare in Indian art.

ernment section are of interest to students of economics. One is of particular interest to North Americans, because it depicts the rise of imports and exports, involv-

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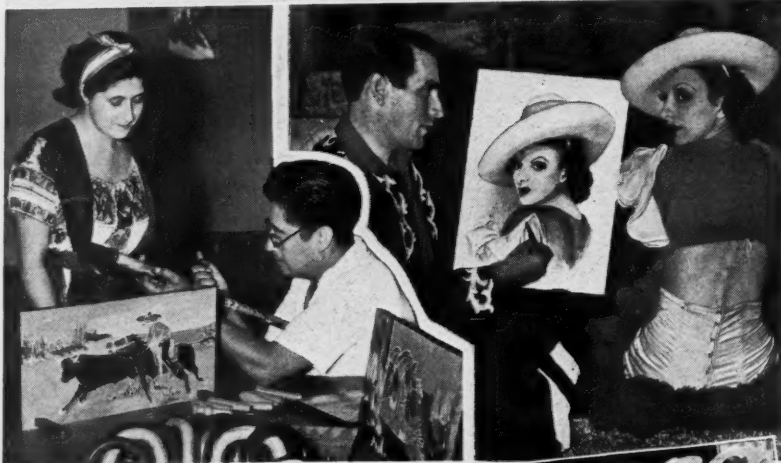
Pan Americana

THERE'S ALWAYS SOMETHING NEW AT THE EXPOSITION

THE tang of Fall in the air, the approach of the football season, money flowing in from the cotton fields, new entertainment . . . the Pan American Exposition ended August with a new note of gaiety.

At the left, top, are sightseers in one of the exhibit halls. Next, left, is one of Mexico's artisans demonstrating his handicraft to a pretty senorita, while in the same panel, at the right, J. Amis, artistic gaucho from the Pan American Casino Revue, sketches one of the Chester Hale girls between shows.

The full line of Chester Hale precision girls and ballet, and Lyn Murray's singing gauchos of the Casino revue, are shown in the panel second from the bottom. At the bottom, the candid camera has caught one of the thrilling moments in the Black Forest's ice revue, with the skating team of Uksila and Vida in action. Isabelle Kimpal, lovely ballerina of the Casino, is shown below.





and Pan American FAVORITES

THREE months of the Pan American Exposition's five are already gone, and by now exposition visitors have established their favorites in the Casino, Road to Rio, Black Forest, Cavalcade, the Bowery and the other shows.

Above is a scene at the opening night of the return engagement of "The Drunkard" at the Showboat. Neely Edwards, genial master of ceremonies, is standing at the right, and his pretty companion is Noel Collier, heroine of the old-time melodrama.

In the panel at the right, reading down, are other candid camera stories of Pan American activities:

The Pan American Casino is a favorite gathering place for the consular corps and the Latin American commissioners delegated to the exposition. Here Mexican Consul Adolfo G. Domínez is listening raptly to the table conversation of two companions in a Latin American dinner party.

Phil Harris, whose orchestra has been playing for dancing in the Casino, awards Texanita commissions to visiting coeds from Eastern colleges.

The famous "Beef Trust" ballet from the Bowery practises in front of the State of Texas Building.



Directory Reveals Dallas'

INDUSTRIAL GROWTH

A COMPOSITE picture of Dallas as an industrial city is offered in the Dallas Manufacturers' Directory, published during August by the manufacturers' division of the Dallas Chamber of Commerce.

The directory lists alphabetically the firm names of 962 Dallas manufacturers. It also lists them alphabetically by commodities and by trade names of their products. Of the 962 manufacturers, 570 are engaged in production of consumer goods, 187 manufacture capital goods, and 205 are classified as service industries. The directory confirms the claim of the manufacturers' division that Dallas is first city in the Southwest in number and variety of manufacturing plants, and in the production of consumer goods.

Seventy-seven of the Dallas manufacturers have national or international distribution of their products, and 525 do an interstate business. With charts and photographs as well as in the lists of firm names, products and trade names, the directory portrays the scope of Dallas industry.

The 58-page directory has been distributed to the membership of the Chamber of Commerce, and is available without cost at the offices of the manufacturers' division.

Oklahoma Best Customer

Oklahoma buys more Dallas-manufactured products than any other state, the directory reveals. Five hundred and twenty-five Dallas manufacturers ship their products into Oklahoma; 452 into Arkansas; 498 into Louisiana; 273 into New Mexico; 135 into Mississippi; 129 into Kansas; 129 into Tennessee; 117 into Missouri; 106 into Arizona; 104 into Georgia; 96 into Florida; 92 into Nebraska; 90 into California; 87 into North Carolina; 86 into Iowa; 86 into South Carolina; 84 into Kentucky, and 84 into Washington.

The consumer goods industries in Dallas manufacture principally for resale through wholesale, jobber and retailer outlets. The capital goods are sold to the user direct, either through agents or dealers. Service industries manufacture on

special order from the user, and include printers and others whose business is manufacturing to order.

Numerous industries little known to the general public are listed in the directory. Some of the least known Dallas manufacturers have international distribution of their products.

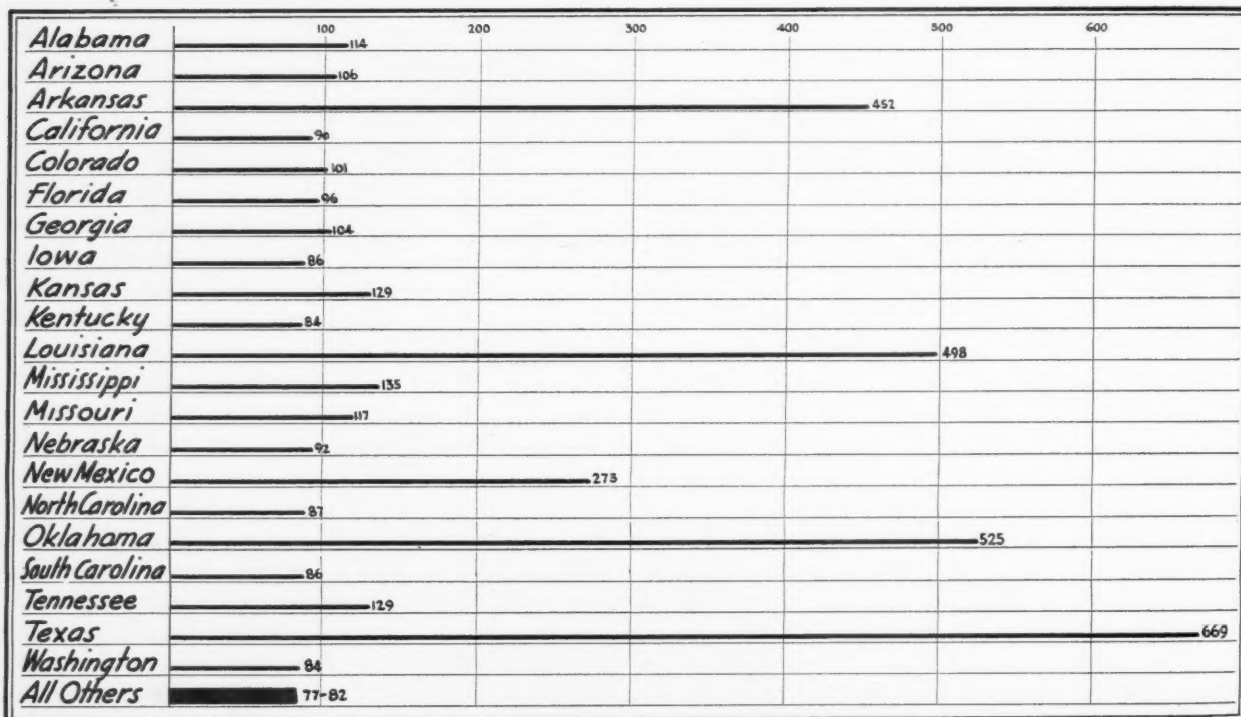
The commodities section of the directory, compiled alphabetically, begins with "acid, sulphuric" and ends with "yeast." It shows a wide range of products, from venetian blinds to automobiles, from boilers to storm cellars, from food products to deodorants, from carnival supplies to embalming fluids, from apparel of all kinds to leather harness and saddlery, from full-fashioned silk hosiery to store fixtures.

Important industrial groups in Dallas, with the number of plants in each group, follow:

Apparel (clothing of every description, millinery, hosiery, etc.) 105.

Automotive (automobiles, parts and equipment), 22.

(Continued on Page 36)



This chart, published in the manufacturers' directory, graphically illustrates the distribution of products from Dallas' 962 industrial plants. The bottom line of the chart shows the number of Dallas manufacturers who have national or international distribution on their products.

Petroleum Daily

Selects Dallas for Headquarters

THE Oil and Gas industries' first national daily newspaper was established in Dallas a few weeks ago when *Petroleum Daily* began publication. As rapid as the developments in the industries which it serves, *Petroleum Daily* is featuring "Tele-Plane" service, which includes gathering information by teletypes from more than a dozen key cities and distribution of the *Daily* by airplane express and Western Union messenger boys.

The idea of the *Daily* was born several months ago, when Tom E. Foster, Kil-

gore publisher, and North Bigbee, then Oil Editor for a Dallas newspaper, met at lunch to discuss the prospects for an oil magazine. With the weekly field well covered, the two decided a daily was the current need of the oil and gas industries. Calling in Allen V. Peden of Houston, former Oil Editor of the *Houston Post*, the original sponsors received enthusiastic cooperation from Mr. Peden. A new idea of linking together the oil editors of the leading Mid-Continent daily newspapers was tried with the result that *Petroleum Daily* was established with a staff of a dozen of the most expert oil writers in the entire petroleum country. Additional correspondents with oil experience were lined up in New York, Chicago, Washington and the state capitals, as well as the active oil centers, to form a cooperative publication bringing together the best daily oil writing talent in the nation.



Tom E. Foster

Monthly Oil Review

Oil colors the economic picture of the Southwest. Any accurate analysis of current business trends, of probable future developments, must take into account the state of the highly complex oil industry.

For more than a year *Southwest Business* has planned to institute a monthly oil page. The idea has been held in abeyance for lack of an authoritative sponsor for such a review. The establishment in Dallas of *Petroleum Daily* now makes possible this long-planned feature of *Southwest Business*.

The editors of *Petroleum Daily* have agreed to furnish a monthly review of the oil industry to be published in *Southwest Business*, beginning in the October issue. Their article will be written primarily for the business man who wants to know what is happening in the oil and gas industries which will affect the general business picture. The editors of *Petroleum Daily*, constantly in touch with the changing national picture of the oil industry, are qualified, as few persons are, to prepare this material.

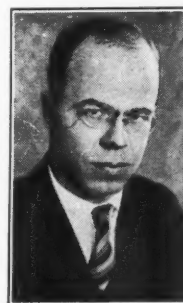
Southwest Business is proud to announce this new editorial feature. It believes that the monthly oil review prepared by the editors of *Petroleum Daily* will help it fulfill its purpose as the general business magazine of the Southwest.

Strategic Location

Due to its strategic location in the Mid-Continent area, and to its excellent train and airplane connections, Dallas was selected as publication point for the first national oil newspaper. Under *Petroleum Daily's* tele-plane service, oil executives in Chicago, St. Louis, Los Angeles, Corpus Christi and other points read the oil newspaper each morning at the same time as subscribers in Houston, Fort Worth, Tulsa and other nearby points. *Petroleum Daily* is probably the first daily newspaper to make a regular feature of airplane delivery.

The *Daily* is published each day except Sunday, reaching the desks of oil executives early the morning of publication. In addition to covering drilling wells and important lease operations throughout the United States, *Petroleum Daily* features coverage of legislative, legal and political developments of interest and importance to the industry. Quotations on refined products, news of the spot market, and information on oil stocks, both listed and unlisted, are other features of the *Daily*. Reports of the allied industries such as the oil equipment business and manufacturing industry are also included.

Officers of *Petroleum Daily* are Tom E. Foster, president; Allen V. Peden, editor; North Bigbee, managing editor; and H. C. Edge, business manager. Its staff includes such well-known oil writers as Jim Carroll of Houston, Frank C. Adams of Austin, Frank D. Gardner of Midland, L.



Allen V. Peden



North Bigbee

M. Ladet of Tulsa, Don J. Kirkley of Washington, R. P. Brooks of Shreveport, Brad Smith of McAllen, Calvin Starnes of Jefferson, B. D. Stevenson of San Antonio, Jack Wiggins of Kilgore, Wendell G. Thayer of Los Angeles, J. Leonard Matt of New York, and a host of correspondents in other cities. A number of the group resigned positions as oil editors of papers in their cities to become associated with the new daily, in which no one but members of the staff own stock.

The *Daily* has a single editorial policy—that of constructive service to the oil and gas industries, which have long felt the need of a daily paper of their own similar to those which already serve virtually every other major industry in the nation. The publication, during the few weeks of its life, has had strong support

(Continued on Page 17)

Dallas Plant Makes EXCELSIOR FROM PINE

EAST Texas' abundant supply of pine is the basis for a thriving young Dallas industry, the making of wood excelsior.

Several Dallas plants manufacture paper excelsior, but the demand for wood excelsior is met by the Paper Excelsior Packing Company, 410 Latimer Street, whose plant has a capacity of four tons of wood excelsior daily.

The firm produces both wood and paper excelsior and is also jobber for a complete line of shipping room supplies. It was established in 1930, and J. L. Gadberry, the present owner, acquired it in 1934.

Each Has Advantages

"Both wood and paper excelsior have certain advantages and each is superior to the other for certain purposes," Mr. Gadberry explained. "Our plant produces both to meet every shipping room need. Paper excelsior is softer, easier to work with and does not scratch. But it will pack down when a heavy object is placed in it.

"Wood excelsior has more resilience but it will scratch fine surfaces, and the moisture which it contains will sometimes damage the object with which it is packed. The wholesale drug, electrical appliance, and hardware houses prefer wood excelsior because they are shipping heavier merchandise. Many of the department stores, jewelry stores and the like prefer paper excelsior."

Mr. Gadberry's firm ships into other Texas cities and into Oklahoma and Louisiana.

Wood Must Be Aged

The pine for wood excelsior is shipped into Dallas in carload lots from East Texas. It must be aged about a month to reduce the moisture content to the proper ratio; if too much of the sap is dried out of the logs the excelsior becomes too brittle and unworkable. Logs are cut into three eighteen-inch lengths. The plant has four shredding machines, each consisting of a set of spur knives and a plane knife. The knives are plunged vertically against the log at the rate of 225 strokes per minute. As the spur knives descend against the wood surface they shred it, and the plane knife is coordinated to cut off the shreds at the end of the stick. The log is placed upright between two horizontal rollers which keep it in position and force it back against the knives after each vertical plunge of the spurs and plane. Operators of the machines must stop them to replace the logs between the rollers. Their only other duty is to gather up the excelsior for baling. The average bale of wood excelsior weighs 80 to 85 pounds.

Wood excelsior is made in four grades of roughness, the spur knives being set to cut the wood to the grade of fineness desired. It is highly important that the wood be cut at the proper time; it must be neither too dry nor too wet.

The excelsior-making machinery is powered by an automobile engine using natural gas for fuel. A complicated system of belts drives the four vertically plunging knives.

Paper excelsior is made chiefly from



The paper shredding machine, with a small mountain of paper excelsior in the background.

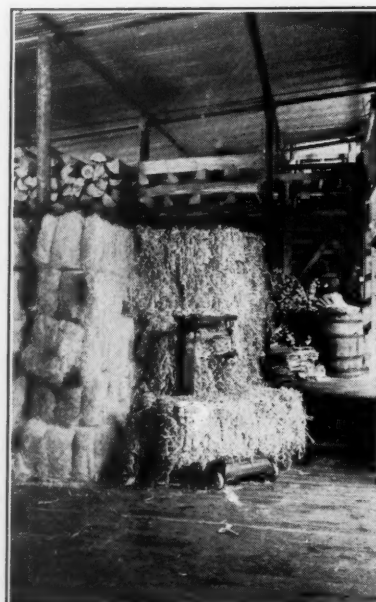
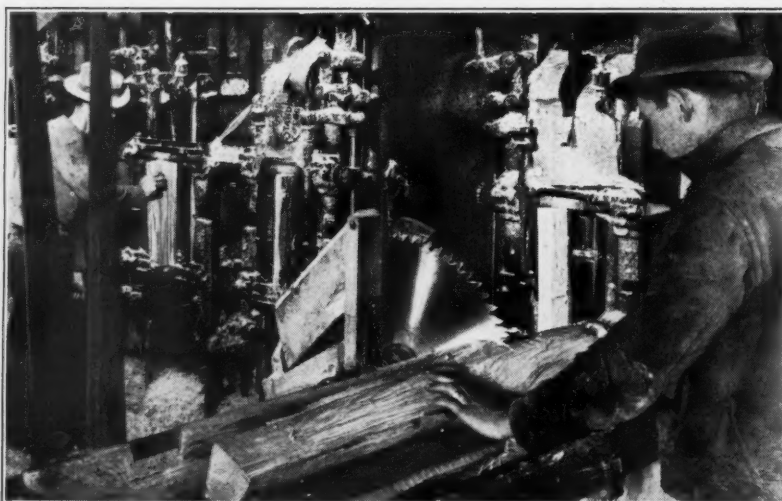
newspapers and clean waste paper. Only one machine is used in shredding the paper. It has a flat bed, on which the operator places the paper. A system of rollers draws the paper through the horizontally placed knives. Most of the paper is obtained from news stands and newspaper press rooms.

The plant has a capacity of six tons of paper excelsior daily. Eight men are employed in the plant normally, but during the peak season, December until May, it is usually on 24-hour schedule with

(Continued on Page 35)

Below, sawing the pine logs into 18-inch lengths to be placed under the shredding knives. At the right, this is not the bay loft of a barn but storage space in the excelsior factory.

—Rhoton Gilbert photos.





Circulating Dollars

By BEN H. WOOTEN, President
Federal Home Loan Bank of Little Rock

TRUE worth of an institution to its community can be evaluated only in terms of the service it performs which is of a permanent, local character. Added to this, if the institution is a financial one, is the question of safety of principal investment made by individuals therein.

For Dallas to continue its prosperity, it must continue to be a city of beautiful and substantial homes of all types, as well as the merchandising and manufacturing center it has proved to be.

Without one, there can not be the other for any appreciable length of time. Building and loan associations and savings and loan associations have no direct part in the furtherance of the manufacturing phase of Dallas' existence, except individually by the managers of these associations acting for the common, civic weal of Dallas.

Two-Fold Function

Their function is to supplement efforts of those engaged in the busy marts of trade in a two-fold manner:

By making available to worthy persons finances with which to buy, build, or repair their homes; and

Through encouraging thrift and systematic savings by individuals of small and large means in an institution in which safety of investments is absolutely guaranteed, up to \$5,000 per account.

One has only to get in his automobile, drive about the city of Dallas, and have pointed out to him the homes which were financed through building and loan associations, to realize that these associations have served their city well in past years, as they are doing at present.

One has only to know of the "Insurance of Shares" offered by four associations in Dallas to realize these institutions are properly administering their trusteeship of investments made in them.

Insurance of share investments in these mutually operated and locally directed associations comes through membership in the Federal Savings and Loan Insurance Corporation, an instrumentality of the

United States capitalized at \$100,000,000 (one hundred million dollars) fully paid in cash.

For investors, this insurance offers additional protection, the first protection being liens which the associations have on Dallas real estate upon which they have made loans.

The title of this article is "Circulating Dollars." More properly it should be "Circulating Dollars IN DALLAS," for that is what a building and loan association does.

This is true by the very local nature of their operation. An investment in an insured association in Dallas is not sent at once to financial centers of the North and East.

Quite to the contrary, those investments are deposited in Dallas banks, and in a few months find their way back into the channels of trade in Dallas in the form of wages to laborers, in payment of lumber and material bills and in other forms.

This is entirely as it should be. The individual and the community should, insofar as possible, be self-sustaining, and in order to be self-sustaining both must be thrifty and follow sound economic financial principles.

Dallas Money at Work

The principle of keeping Dallas money at work in Dallas is sound, especially when that money is being used in the home construction field to contribute to the permanent prosperity of Dallas. Further, it must be remembered that these investments in an insured association earn better than average dividends and that each investor is protected up to \$5,000 against loss.

If Dallas is to be measured in terms of a financial center, it is logical to assume the yardstick of measurement should be on the basis of how much of its own money Dallas keeps at home, working for Dallas. The yardstick certainly should *not* be on how much money Dallas sends out of its confines, forever lost to this city and its trade territory's upbuilding!

Because insured building and loan and

savings and loan associations encourage the things that are good for Dallas—the building of homes, and thrift with safety—it truly may be said of them that they have a definite place in the sphere of civic existence.

Parkersburg Rig & Reel Expands Dallas Office

Several important changes in the sales set-up of the Parkersburg Rig & Reel Company, making the Dallas office second in importance only to the home office at Parkersburg, West Virginia, have been announced.

The office of the sales manager has been moved from Parkersburg to Dallas, and P. L. Brooks, sales manager, is now located in Dallas, in charge of the new office. The move is expected to result in improved service to operators in the Mid-Continent, Texas, Gulf Coast and California fields.

Several other transfers have been made, adding to the personnel of the Dallas office.

PETROLEUM DAILY

(Continued from Page 15)

from both independent operators and major company executives. It is pursuing the unusual policy of refusing all advertising for the time being and has turned down a number of accounts. Its headquarters are in Dallas in the Continental Supply Company Building, with Bureau Offices in Austin, Washington, Tulsa, Houston and Midland.

MORTGAGE LOANS

Rates as low as 4 1/2%—3 to 20 years

JAMES N. TARDY COMPANY

Republic Bank Building 2-8185
DALLAS

FULLY-PAID INVESTMENT CERTIFICATES ISSUED \$100 to \$5,000

Insured by Federal Savings and Loan Insurance Corporation, Washington, D.C.

CURRENT DIVIDENDS 4%

METROPOLITAN BUILDING & LOAN ASSOCIATION

1400 MAIN STREET



Florence Nightingale Hospital

Medical Center Gets *Maternity Hospital*

DALLAS' position as a medical center has been greatly strengthened by the recently completed Florence Nightingale Maternity Hospital at Gaston and Adair Streets, a unit of Baylor University Hospital.

Hospitals, the journal of the American Hospital Association, published the following description of the new Dallas maternity hospital in its August issue:

Baylor Hospital, the teaching institution of the College of Medicine of Baylor University, has just completed its new maternity unit, the Florence Nightingale Hospital. It has been designed with the purpose of affording the best possible facilities for the care of maternity cases and the babies, and for providing modern arrangements for medical teaching.

The new hospital was made possible by the generosity of Mr. and Mrs. Edwy Rolfe Brown, two philanthropists of Dallas who have long been interested in maternal welfare.

Complete Center

Located in close proximity to the administration building of Baylor Hospital and surrounded by other special units of that institution, the new hospital is an important factor in the program of development of a complete medical center at Baylor University.

The building is L shaped, built of brick and stone, and ideally located in a grove of native trees, with wide lawns and attractive landscaping. An abundance of shady space has been provided for the convenience of convalescent patients and visitors. Architecture is English in type, with some Spanish influence that adds greatly to its charm and beauty. The building is three stories and has three entrances.

The main entrance opens into a large reception room, simply but attractively furnished. Along a corridor leading to the left, the nursery has been located. It is glass enclosed and completely protected from entrance of anyone except the hospital nursing and professional staff. At the end of the corridor is the consultation

room, well barriered from the remainder of the hospital and with an outside entrance for the convenience of patients under pre-natal care, or consultation for post delivery care. Adjacent to the nursery on this wing, the formula room and food laboratory for the babies has been located. This laboratory is separate from all parts of the building except the nursery.

All Outside Rooms

Along the long corridor of the first floor are arranged the private and semi-private rooms for the patients. Immediately in front of the nursery is the isolation ward for the new born, conveniently cubicled and so arranged that each of the new born will pass its observation period before admission into the nursery proper. The second entrance to the building is on the left of this wing and is the Receiving Entrance. About two-thirds the distance down this wing is the third entrance to the hospital that opens upon the isolation section, where the expectant mothers spend the observation period before their admission to the private rooms or wards. All private rooms and wards are outside rooms and special attention has been paid to natural air drainage and lighting.

The second floor is arranged for the accommodation of private and semi-private patients, along the long side of the L, very much in the same manner as on the first floor. On the short side are arranged the labor rooms on either side of the main corridor, and four delivery rooms, two on each side. All of the delivery room suite is served by central sterilizers. An added convenience on this floor is a roof garden.

On the third floor there is a small isolation unit, completely equipped, a doctors' lounge, and quarters for the house resident, two internes, and three rooms for visiting clinicians. The remainder of the third floor is given over to roof gardens. A useful and practical feature of the second and third floors is a circular stair well leading from the delivery section to the doctors' lounge and physicians' quarters on the third floor.

The planning of this hospital is architecturally sound. It has been designed and built in simple taste, which adds greatly to its dignity and attractiveness. Both outside and in, it has combined something that makes both patient and visitor feel that it is a home rather than a hospital. There is nothing stiff or staid in its arrangement or service, but every architectural line has been softened and every human element has been blended with its planning to bring contentment, confidence, and a sense of security to the patients who pass its portals.

SABINE AREA

(Continued from Page 8)

of land along the shore of Lake Sabine. On the reclaimed area Port Arthur plans to build a large airport, amusement park and other projects.

A \$200,000 annex to the Port Arthur federal building, a highway program costing \$500,000, and increased residential construction throughout the Sabine district are among factors pointing to a sustained growth for this section at a rate commensurate with that of the past, when for three decades Port Arthur outstripped other Texas cities in the percentage of population increase to become an important industrial center and leading Gulf port.



View of a tank farm and refinery at Port Arthur, Texas, center of a great concentration of oil refining activity. More than 250,000 barrels of oil a day can be processed at the plants immediately surrounding Port Arthur.

Dallas Business

SEVENTY new concerns located in Dallas during August, including fourteen manufacturers, eleven wholesalers, sixteen retail stores, eight oil producers and oil equipment concerns and twenty-one classified as miscellaneous. Eight of these are branches of national concerns, located in Dallas to serve the Southwest.

Manufacturers:

Ace Printing & Publishing Co., 427 South Ervay Street. Printers and publishers.

American Sheet Metal Co., 3615 Ross

Avenue. Sheet metal products.

The Chex Company, 2922 Commerce Street. Corn chips marketed under the trade name "Chex."

Cohen Garment Co., 201 Wholesale Merchants Building. Dresses.

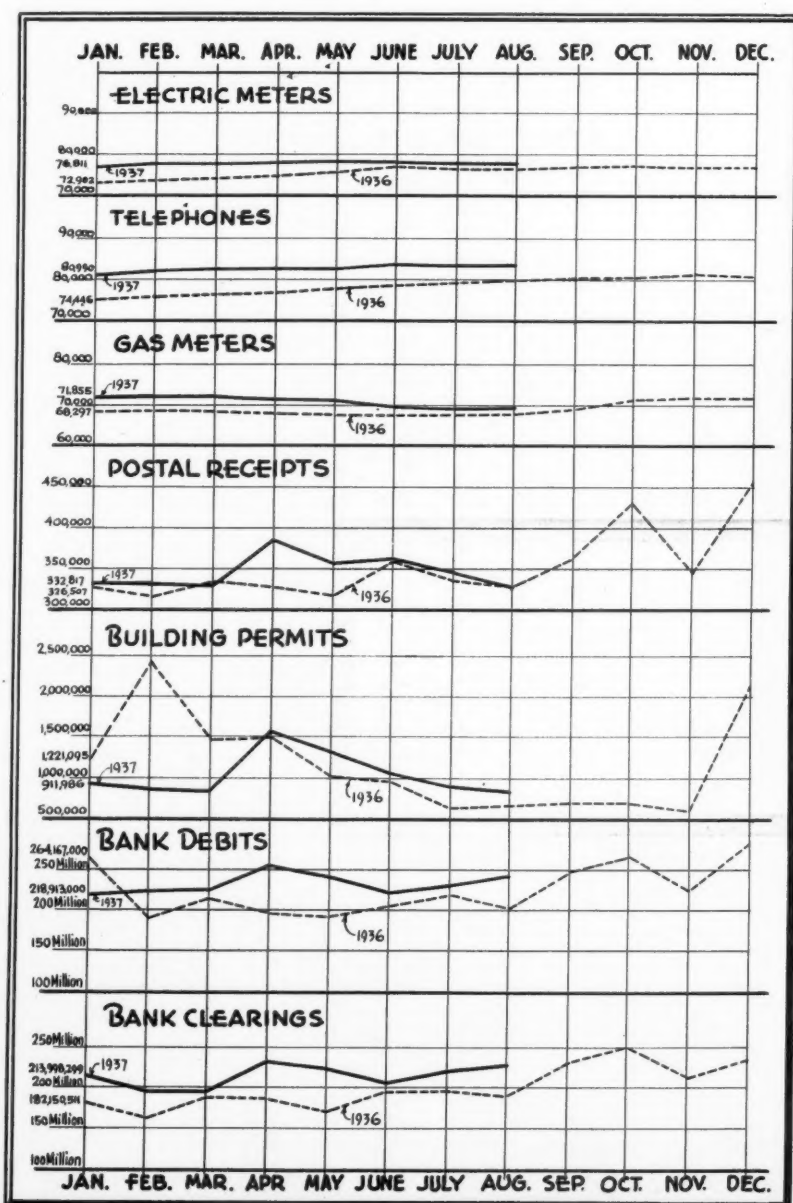
V. L. Feaster & Co., 2912 North Henderson Street. Furniture and fixtures.

Felix Hat Company, 105 South Poydras Street. Millinery.

John Fisher Co., 2304 Griffin Street. Pecan shellers and packers.

Hicks Mattress & Upholstering Co.,

(Continued on Page 34)



*Equipment
for
Every Game
and
Every Sport*

Toys for the Children, Bicycles, Skates, Air Guns for the Boy.

Athletic Goods for the Athlete.

Guns, Golf, Fishing Tackle, Kodaks, Movie Cameras for the Men.

The Ladies — If they enjoy any kind of Sport, we can equip them

CULLUM & BOREN CO.

1509-11 Elm Street

SAN ANTONIO'S LARGEST HOTEL



The
Gunter

CENTER OF EVERYTHING

*A FOCAL POINT
FOR SAN ANTONIO'S
BUSINESS and SOCIAL
GATHERINGS*

Four Fine Restaurants

A. M. "Artie" COMPTON
MANAGING DIRECTOR

DALLAS-BI

An aerial, black and white photograph of the Dallas city skyline, showing a dense cluster of skyscrapers and commercial buildings. The image is used as a background for the advertisement.

Dallas is First in the Southwest

First in Retail Sales ... Wholesale business ... in number and variety of manufacturing plants ... in number of telephone connections ... postal receipts ... aviation ... as a financial center, including bank deposits, bank clearings, bank debits ... first with the lowest tax rate of any of the major cities in Texas ... key city of the oil industry ... world's most important spot cotton market.

Photo by
LONG

IG DALLAS

What Is Dallas? *The question was put by a stranger, an executive sent to Dallas on a business survey. The interests he represented had decided they no longer could compete with Dallas from outside. If they wanted to hold their business in the Southwest they had to come half way across the continent, establish branch houses, and become a part of Dallas.*

What Is Dallas?

His question sounded foolish at first but as he continued it was easy to see his point.

"Dallas is so much bigger than Dallas that the stranger is fooled. The sales manager in New York or in San Francisco asks for statistics on Dallas. He gets the population, retail sales, wholesale business, value of manufactured products. Those totals are impressive enough but they don't tell all the story.

"They don't tell what I've just now learned — that Dallas is divided into four cities. That the community which is the *real* Dallas, the community which the stranger wants to know about, is one big, tremendously vital, fast-growing city, and that boundary lines are imaginary things.

"That's why I ask '*What is Dallas?*' I want to know if I am wrong when I see it as a great

city of 350,000 population, on the march toward the half-million mark — and a million in the future."

He drove home a telling point. Some Dallasites are too close to the forest to see the trees. They have lost count on their city's pulse beats. It has grown beyond them. It has achieved a greatness they fail to recognize. They have reached a static civic mind while Dallas continues to progress.

Dallas is growing — more rapidly than most Dallasites have realized. It will continue to grow — new factories, new stores, new skyscrapers, new homes and new schools

and churches. The rate of that growth to a large degree depends upon the awareness of Dallas itself for her greater destiny.

Dallas can stimulate or retard growth by her own attitude. Today, more than ever before, that intangible but none the less powerful thing — for want of a better name, the *Dallas Spirit* — must be cultivated.

That is the challenge:

Confidence equal to Dallas' opportunities.

A will to grow.

A united community achieving whatever objectives it really wants.

BELIEVERS IN DALLAS

Baylor University and Hospital
Dallas Power & Light Co.
Dallas Railway & Terminal Co.
First National Bank
Gulf Insurance Co.
Gulf States Life Insurance Company
Lone Star Gas Company
Republic National Bank
Scharbauer's Dixie Cotton Chopper
Southland Life Insurance Co.
Southwestern Life Insurance Co.
The Texacore Company
W. J. Bowen, Attorney
Nathan Schwartz, Attorney

LOBAKNAMEL COMES TO DALLAS . . .

Now you can have your car refinished in Genuine Baked Enamel

4,287 CARS

Have been finished with LOBAKNAMEL by the Plaza Hotel Garage, San Antonio. In three years actual use not one car has been returned on which paint failed.

Special Introductory Price \$20 to \$35

Complete Automotive Service

Specializing in Enameling and Body Work

DALLAS ENAMELING COMPANY

2650 MAIN STREET

PHONE 7-4022



FIDELITY

Since 1875 this bank has adhered to a policy which calls for a careful, exact and faithful observance of our duty—a strict and loyal discharge of our obligations to all those who do their business here. We feel that this fidelity of purpose is deeply appreciated by those who place their trust in us—and that it is the one thing above all others that has made this bank the largest in Dallas, in Texas and in the Southwest.

FIRST NATIONAL BANK

in DALLAS MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Southern Steamship Company Names Karn Agent



D. D. KARN

D. D. Karn, formerly Houston agent of the Southern Steamship Company, has been appointed General Agent, succeeding H. T. Lindsey who died recently.

Mr. Karn has been connected with the Southern Steamship Company since 1916, when he left the service of the I. & G. N. Railway in Palestine. In 1924 he was made agent at Houston in charge of operations. L. A. Schreider, Jr., succeeds Mr. Karn as Agent.

Both Mr. Karn and Mr. Schreider are widely known among shipping interests in Dallas.

Travel Into Mexico Breaks All Records

INTEREST in Mexico, largely stimulated by the Pan American Exposition, has resulted in a record volume of travel across the Rio Grande this summer. Dallas has been a primary distribution point for traffic into Mexico, because of the city's excellent railroad connections, and because of the now completed Pan American Highway between Dallas and Mexico City. Likewise, Dallas has been a prime objective for most tourists from Mexico entering Texas, because of the international interest in the Dallas exposition.

For the benefit of exposition and convention visitors who wish to go by train from Dallas to Monterrey, Mexico City, or other points in the Southern Republic, *Southwest Business* publishes the revised time table, on opposite page, showing recent changes in schedule. Dallas offers railroad connections into Mexico via the Missouri Pacific, the Missouri-Kansas-Texas, and the National Railways of Mexico.

Pan America Schedules

25 COTTON BOWL GAMES

WITH football weather in the offing and with interest in the sport running high, the Pan American Exposition has scheduled 25 gridiron clashes in its mammoth Cotton Bowl before the fair's close, October 31.

First date on the exposition's football calendar is Monday, September 6, when the second of the Southwest's "dream" football games will be played between an aggregation of Southwestern collegiate all-stars and the powerful professional Chicago Bears.

Twenty-three thousand fans saw the All-Stars vs. Professionals last year, and added interest in the September 6 clash is expected to fill the Cotton Bowl. Last year the All-Stars won, 7 to 6. Dutch Meyer and Matty Bell are again coaches of the All-Stars, while George Halas is skipper for the Chicago Bears.

Eleven days after the All-Stars meet the Bears, the first of the high school games will be played at night.

Outstanding college clashes will be those between Southern Methodist and Centenary, October 2; University of Texas and University of Oklahoma, October 9, and Southern Methodist and Vanderbilt, October 16.

Special interest attaches to both the Texas-Oklahoma and the S. M. U.-Vanderbilt clashes. In the former, Texas' new coach, Dana X. Bible, will send his eleven into the traditionally colorful battle with the Sooners and fans are anxious to see Bible's men in action. The interest in the S. M. U.-Vanderbilt battle lies in the fact that it will bring together the team of Matty Bell, whose first year as S. M. U.'s head coach took the Mustangs to the Rose Bowl, and Ray Morrison, Bell's beloved predecessor at S. M. U., who fathered the razzle-dazzle brand of football in the Southwest.

The complete Cotton Bowl schedule follows:

Sept. 6	Chicago Bears vs. Southwestern All-Stars	2:30 P. M.
Sept. 17	Forest and Cleburne	8:00 P. M.
Sept. 18	Adamson and Beaumont	8:00 P. M.
Sept. 24	Sunset and McKinney	8:00 P. M.
Sept. 24	Midlothian and Grand Prairie	3:00 P. M.
Sept. 25	Mexico City vs. Dallas All-Stars (Tentative)	3:00 P. M.
Sept. 25	Technical and San Antonio-Jefferson	8:00 P. M.
Sept. 30	Booker T. Washington and Sherman	8:00 P. M.
Oct. 1	Technical and Sherman	8:00 P. M.
Oct. 2	S. M. U. vs. CENTENARY	2:30 P. M.
Oct. 2	North Dallas and Sunset	8:00 P. M.
Oct. 8	Adamson and Technical	8:00 P. M.
Oct. 9	UNIVERSITY OF TEXAS vs. UNIVERSITY OF OKLAHOMA	2:30 P. M.
Oct. 9	Forest and Woodrow Wilson	8:00 P. M.
Oct. 15	Forest and Sunset	8:00 P. M.
Oct. 16	S. M. U. vs. VANDERBILT	2:30 P. M.
Oct. 16	Adamson and North Dallas	8:00 P. M.
Oct. 18	Booker T. Washington and Houston	8:00 P. M.
Oct. 18	WILEY COLLEGE vs. PRAIRIE VIEW	2:30 P. M.
Oct. 22	Sunset and Houston	8:00 P. M.
Oct. 23	Forest and Greenville	3:00 P. M.
Oct. 23	Technical and Woodrow Wilson	8:00 P. M.
Oct. 28	Booker T. Washington and San Antonio	8:00 P. M.
Oct. 29	North Dallas and Forest	8:00 P. M.
Oct. 30	Adamson and Woodrow Wilson	8:00 P. M.

M. K. & T.		MO. PAC. LINES		MO. PAC. LINES		M. K. & T.	
9:35 AM	11:00 PM	10:30 PM		Lv. Dallas.....Ar.	7:55 AM	3:50 PM	7:40 AM
4:30 PM	7:00 AM	7:40 AM		Ar. San Antonio.....Lv.	11:00 PM	9:00 AM	11:00 PM
		8:30 AM	4:45 PM	Lv. San Antonio.....Ar.	8:30 AM	8:15 PM	
		1:15 PM	8:50 PM	Ar. Laredo.....Lv.	4:00 AM	3:30 PM	
		2:15 PM	1:30 AM	Lv. Nuevo Laredo.....Ar.	1:15 AM	1:35 PM	
		7:45 PM	7:35 AM	Ar. Monterrey.....Ar.	7:20 PM	7:35 AM	
		11:00 PM	11:00 AM	Ar. Saltillo.....Ar.	4:35 PM	4:55 AM	
		7:15 AM	7:10 PM	Ar. San Luis Potosi.....Ar.	8:10 AM	8:35 PM	
		1:13 PM	12:51 AM	Ar. Queretaro.....Ar.	2:38 AM	2:49 PM	
		8:10 PM	7:40 AM	Ar. Mexico City.....Lv.	8:25 PM	8:15 AM	



It's Sweatproof!

Haven't you always wanted a smart looking hat that wouldn't soil from perspiration? Well, it's here. Resistol Hats are not only Sweat-proof, they fit any shape head, too.

*Come in and see
these smart hats.*

\$3⁹⁵ and \$5⁰⁰

Resistor Hats are manufactured by Byer-Rolnick Co. in Dallas, and sold by leading merchants in the Southwest.

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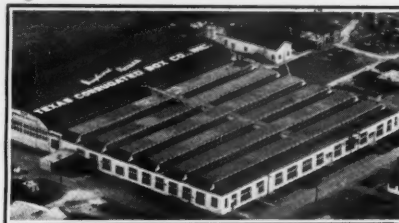
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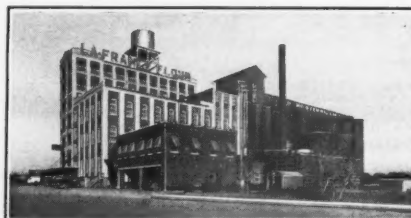
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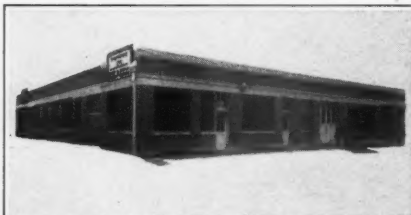
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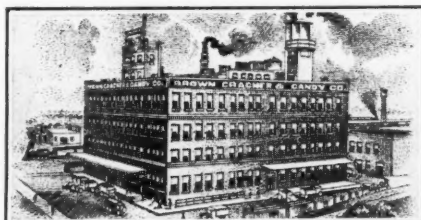
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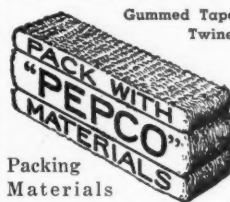
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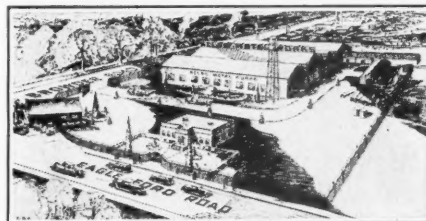
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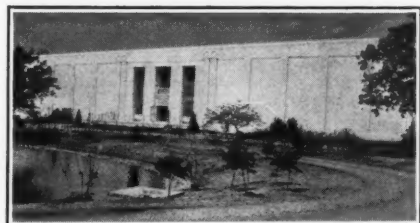
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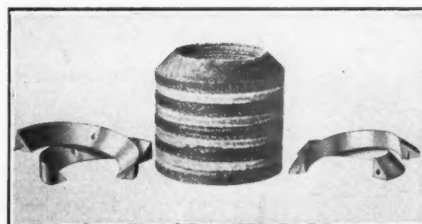
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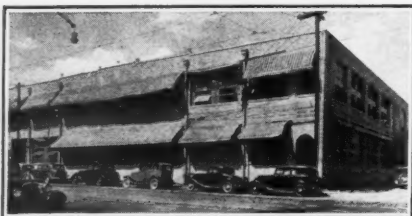
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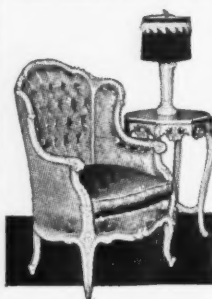


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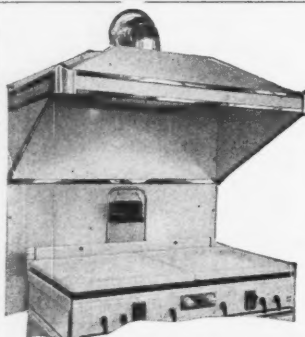
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THE INDUSTRIAL growth of Dallas in recent years has been remarkable. This growth has come from the expansion of existing industries, the establishment of many new factories by local capital, and the erection in Dallas by more than one hundred national concerns of branch plants to serve the Southwest.



Business Review and Outlook

(Prepared by Dallas District Office, Bureau of Foreign and Domestic Commerce,
U. S. Department of Commerce.)

DURING recent weeks Dallas retail stores reporting to the Dallas Office of the Bureau of Foreign and Domestic Commerce have shown conditions in retail trade to be rather spotty. A number of the stores showed increases over comparable weeks of last year, but at the same time a large number of stores reported decreases for the same periods. For the week ending July 28, the majority of the reporting stores registered gains over the same week of a year ago. The percentage increases ranged upward to 48 per cent, while decreases ranged downward to 41 per cent. For the week ending August 4, approximately half of the reporting Dallas stores registered gains over the same week a year ago, with the complete range being from a decrease of 22.3 per cent to an increase of 18.5 per cent. For the week ending August 11, slightly over one-half of the reporting stores registered gains as compared with the same week a year ago, the gains ranging from 4 per cent to 20 per cent. While the decreases, for the most part, were not great, the range was downward to as much as 49 per cent. For the week ending August 18, about 70 per cent of the reporting stores registered gains as compared with the previous week, the gains ranging from slight, upward to 28.3 per cent. For the most part, the decreases were slight, but the range was downward to as much as 15.2 per cent. Approximately 40 per cent of the stores registered gains for the month of July over July of last year, with the complete range being from a decrease of 23.9 per cent to an increase of 12.9 per cent.

For the first half of the year retail sales in Texas were up 7.3 per cent as compared with the same period of last year. In Dallas the June sales of independent retail stores fell 5.1 per cent as compared with June of last year, and as compared with May of this year these stores showed decrease of 15.7 per cent. For the first half of the year these Dallas stores registered an increase of 8.1 per cent over the same period of 1936. Reporting stores in cities of over 100,000 population showed a decrease of 4.5 per cent in June as compared with June of last year and a decrease of 10.8 per cent as compared with the previous month. For the first half of the year cities in this group registered a gain of 8.3 per cent as compared with the same period of last year.

The Texas indicated cotton crop at the beginning of August, according to the

Bureau of Agricultural Economics, is 4,300,000 bales, representing 47 per cent gain over the actual crop of last year. Cotton crop conditions since August 1, have not been altogether favorable. There has been a lack of moisture and considerable insect damage has been done, and these are matters of considerable concern to farmers. The good rains that fell early in the week of August 22 should, of course, benefit the crop, which was in great need of moisture.

The Bureau of Agricultural Economics reports citrus processing plants in Texas used two and one-half million boxes of grapefruit in the 1936-37 season, this being an increase of 314 per cent over the previous season and 28 per cent of the Texas crop. The July report of the Bureau of Agricultural Economics states that Texas, of 13 Western sheep states, registered the only important increase in the number of lambs as compared with a year ago, with Texas now producing more lambs than any other two Western states. The Texas lamb crop is the largest on record, exceeding the previous record by 8 per cent which was established one year ago.

The Bureau of Business Research of the University of Texas reports that the actual and prospective improvement in farm income together with relatively high level urban payrolls and relatively prosperous condition of the oil industry furnishes a reasonable basis for optimism regarding industry and trade in Texas during the last half of the year.

The Bureau of Business Research of the University of Texas reports employment in Dallas in June as being 4 per cent ahead of June last year, and payrolls were up 10.2 per cent for the same period. Fort Worth employment gained 15.5 per cent over June of last year, payrolls gaining 31.7 per cent over June of a year ago. State employment was up 10.8 per cent for the same period, while payrolls were up 21.6 per cent. Employment and payrolls in Texas in July increased 9.3 per cent and 22.5 per cent respectively, over July of last year, according to the Bureau of Business Research.

Texas ranges generally have held up well, according to the report of the Bureau of Agricultural Economics at the beginning of August. The condition of cattle ranges was reported as 76 per cent normal. The condition of sheep and goat ranges was reported as 79 per cent normal. The preliminary estimate of the quantity of wool shorn and to be shorn

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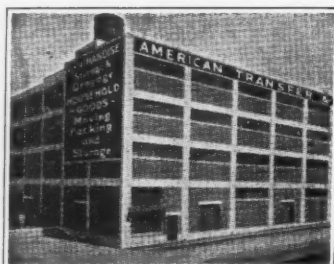
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this year in Texas is 75,500,000 pounds, against 64,000,000 pounds produced last year.

New automobile registrations in Texas during July in 14 representative counties decreased 5.2 per cent from July of last year. The loss in sales was confined to the lowest price group with the two intermediate price groups showing substantial gains and the highest price group registering a small gain.

Customs collections in the Dallas district in July amounted to 160 per cent more than collections in July of last year, and July collections on importations exceeded June by 60 per cent, according to Deputy Customs Collector N. M. Williams.

Factory Produces 130 Dozen Brooms Daily

An average daily output of 130 dozen brooms has kept the factory of the Spikes Brothers Broom Company at capacity production this summer. The broom factory, one of the oldest in the Southwest, is located in Dalworth Park, just beyond Grand Prairie on the Dallas-Fort Worth highway.

The Spikes Brothers Company was established in Dallas in 1904, but moved to Dalworth Park in 1912. G. W. Spikes is president and M. L. Spikes is secretary-treasurer. The Spikes brothers paid part of their tuition in school by working in broom factories, and this early experience resulted in their own successful manufacturing enterprise.

With an annual payroll of more than \$30,000, the factory has 30 employees. It has a floor space of 32,000 square feet. Spikes brooms are distributed throughout the United States and in several Latin American countries.

"Quality workmanship and best quality materials are the basis of our business," G. W. Spikes said. "The quality of a broom depends not only upon the skill with which it is manufactured but upon the climate in which the corn is grown, the time of the corn's harvesting, and proper curing of the straw."

Mexican Craftsmen Come to Exposition

Visitors to the large Mexican exhibit in the Pan American Palace at the Exposition stand enthralled before the tables where master craftsmen practice before their eyes the typical art crafts of Mexico. This is one of the most interesting of the new exhibit features of the Exposition.

The workmen, six of them, were chosen from the best craftsmen in the Cooperativa de Industrias Tipicas Mexicanas, of the City of Mexico. They make leather articles, wood carving, and hand-hammered silver and copper.

« « « EDITORIAL » » »

The Obligation of Leadership The Pan American Exposition and its predecessor, the Texas Centennial, have given Dallas and the Southwest a more cosmopolitan outlook and a greater range in amusement tastes. At the same time, Dallas has been definitely established as one of the country's principal amusement centers.

These are factors which must be carefully weighed in considering the uses to which Dallas \$15,000,000 permanent exposition plant will be put in the future. The buildings and grounds of the exposition plant are unequalled in beauty and completeness. They must be employed to the best possible advantage.

Annual attractions, commensurate with the scope of those which Dallas has offered in the past two years, will be expected in the future. In determining the new program for Dallas as an exposition city and as an entertainment capital both vision and courage are essential.

It Has Happened Here

Two big ventures in showmanship have subtly but surely changed the outlook of the Southwest. New ideas, new influences, new ambitions have been brought to the Southwest by the Centennial Exposition of 1936 and the Pan American Exposition of 1937.

A few years ago the horizon of Southwestern interests—while not provincial—was still fairly close to home. The broadened outlook in the Southwest was vividly demonstrated on the final night of the Pan American games, when 20,000 Texans sat in the great Cotton Bowl at the exposition and frantically cheered the skill and sportsmanship of the champion soccer teams from Canada and the Argentine. Athletes from the two extremities of the New World, playing a Pan American championship game in Dallas! It was an enriching experience for Dallas and the Southwest. Multiply this experience—the visits of President Roosevelt, of ambassadors from foreign lands, of the great personalities of the sports and entertainment world—and it's easy to feel that the tempo of the Southwest has been changed during the past two years.

Likewise, it is easy to see that the entertainment capital of the Southwest has been definitely established in Dallas. For all time to come, the Southwest will look to Dallas for leadership in these fields. Other sections of the country will continue to expect big things in the theater, in athletics, in music and in art to come out of Dallas. A reputation has been created and a will to live up to that reputation has been developed.

It is on this basis that the real, final evaluation of the Southwest's great ventures in showmanship must be made.

Youth vs. Decadence

Again we refer to the adage about being too close to the forest to see the trees. A visitor from one of the older, much larger cities of the East sat at our desk.

"You fellows here in the Southwest don't seem to realize the advantages of living in a section of the country that is young and growing," he said. "Back home (and he named his city) everything is decadent. Nobody is willing to try anything new for fear he might lose something he has—no risks, no gains. Everybody is satisfied just to keep what he has. No one sees any value in risking a new idea. Just living there makes you feel that you, too, are old—too old for any of the enthusiasm or adventurous energy of youth.

"That's why I'm down here studying your ideas—new ideas, ideas that are growing; that are helping the Southwest grow. When you have to go hundreds of miles to learn about new ideas, to see how they are applied and what they produce—then you will know the feeling of living in a decadent city or state."

Listening to him, there was satisfaction in knowing that as yet the Southwest's principal traditions are those of initiative and courage.

Individual Enterprise

The Dallas Manufacturers Directory, issued last month by the manufacturers' division of the Chamber of Commerce, is impressive in the number and variety of industries it lists, and in the wide distribution of Dallas manufactured products which it reveals.

But to the average person perhaps the most interesting feature of the directory is the number of small, individual enterprises which are listed. In many instances these young industries are manned only by the proprietor and a few workers. They are operating with limited capital but unlimited ambition. They expand their facilities as rapidly as possible. Tomorrow they may be *big business*, transcending state and regional lines, employing hundreds of workers. But today they represent struggle, careful management, close study of the field in which they operate.

They represent the best ideal of individual American enterprise. They testify to the fact that the door of opportunity is still wide open in the Southwest, that a man with initiative, brains and courage can still pioneer and still succeed. There is no misplaced confidence in predicting that ten years from now these "little fellows" of Dallas industry will be strong and prosperous, and that scores of others with the same enterprise and vision will be keeping them company.

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LET US FACE THE ISSUE

(Continued from Page 7)

season. It is hardly questionable in any event that the Southwest will this year receive more nearly her normal share of the national cotton income than for several years past.

Yet we are not happy. Rising costs of manufactured goods place the cotton grower at a greater disadvantage this year than last, even on the same price basis for cotton. He is farther from "parity" both ways—lower cotton prices and higher costs for what he must buy. This is not healthy for business in the cotton-belt, where cotton money supplies so great a part of the retail buying power. Retail buying flows to wholesaler, jobber, manufacturer; and all along the line new goods move, new houses are built, new investments sprout, just in proportion as the various services are fertilized by the profits of servicing King Cotton's dependents in the processes of exchange.

When prices began to skid, therefore, it was quite natural that cotton growers and others dependent on their buying power should want protection against further price depreciation. The obvious, and apparently only feasible, expedient was to ask government support. Taking a leaf from the book of tariff protectionists and organized labor the cotton growers called on "Uncle" to guarantee 12-cent cotton. This will mean a matter of about \$7 a bale above present ruling prices and a gain of \$109,151,000 in the value of the estimated crop. The Southwest would gain the snug little sum of \$53,760,000 on its estimated share of the crop, which would play a merry tune on the cash registers and oil many a wheel in the economic machine.

A whole library of controversy has grown up around cotton, to which I have no desire to add. It may as well be admitted that few of us are capable of a completely objective viewpoint, and that economic and political theories are more often colored by self-interest than not. But intelligent self-interest looks beyond the current scene and calculates in terms of the future. Most of us want to stay in business—at least until the old age pension relieves us—and, strange though it may seem to the advocates of unlimited leisure, a great many would prefer to stay in harness until the undertaker takes over.

Since Dallas and the Southwest are so largely dependent upon the annual contributions of new wealth from cotton, our logical attitude is the wish to preserve the elements that make that huge annual contribution possible. The soil—yes, it must be conserved and improved; better seed for better yields and better staple—everybody says "aye"; better implements and cultural methods to lower

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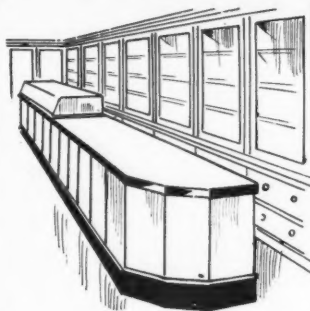
the cost of production—again the response is unanimous, farmers, financiers and business men joining heartily in the chorus. Farm implement sales out of Dallas since farm recovery began testify forcefully that the farmer improves his productive plant as fast as his prospective income will justify—sometimes faster.

And after all, the farmer himself must bear the burden of conserving the soil, paying for better seed, and otherwise keeping the farm plant in operation for the production of new wealth. When his "parity" falls to hopeless levels great numbers of him join the over-manned ranks of urban employment seekers and add to the relief load. If farmers and their sons are to operate and improve the agricultural plant, and continue their annual contributions to the currents of business, they must receive a share of the profits; something more than bare subsistence. This alone is sufficient justification for meeting a temporary crisis by such artificial expedients as crop loans and subsidies.

While we are jacking up the agricultural corner of the economic structure to prevent its tottering to ruin (remember 1930-32) it behooves us to look at the other corners, to whose level we are attempting to raise cotton. We find the industrial corner artificially hoisted by protective (often monopolistic) tariffs. We find organized labor taking its cue from the protectionists and securing national legislation to give it special privileges—to offset the law-made special privileges of industry. The policies of both are rooted in the philosophy of monopoly and exclusiveness, at the expense of society as a whole. Both are fundamentally committed to restriction of goods and services, and law-made standards of remuneration.

Together, though they fight between themselves for the spoils, protected industry and protected labor have erected a lopsided structure which can only be temporarily saved by attempting to hoist agriculture to the same artificial level. The farmer and those who depend upon his buying power have no choice but to support an expedient which will at least enable him to keep on producing.

We may as well face the issue, and the sooner the better. Protective tariffs, wage-hour legislation, and crop control are all cut out of the same cloth. If we cannot get rid of one or two of these artificial factors we must embrace them all. If we are to retain the policy of balancing one domestic group privilege against another we may as well resign ourselves to national isolation, for world trade cannot survive or grow when artificial standards govern international exchange. And cotton, particularly, must have world mar-



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kets if the cotton belt is to hold its place in the national economy.

The long view, therefore, in the opinion of the writer, demands that we bend our efforts toward the reversal of the tariff policy and its natural offspring, artificial wage-hour standards. The alternative is licensed and protected agriculture with artificial prices for foods and raw materials—which neither labor nor industry wants.

AUTHOR'S NOTE:—Statistics used herein are not absolute, and are introduced only to illustrate a point. The limitations of space preclude the inclusion of supporting evidence and full clarification of certain points raised, hence this discussion is subject to misinterpretation and criticism in details, however sound the general theme.

PERU COMES TO PAN AMERICA

(Continued from Page 11)

ing products sent to Peru from the United States, and things we import from Peru. The chart shows the tremendous increase over a period of six years in Peru's export of gold, silver, petroleum, coffee, cotton, lumber, sugar, quina, a barley-like Peruvian grain, and wool. It points to a large increase in Peruvian imports of wheat, coal, steel, drugs, tools, motors and motor cars, and fabrics. Another interesting graph shows that Peru eliminated the black wedge of deficit from her budget circle during the six years just past. This balancing of the national budget is proudly attributed to General Oscar R. Benavides, president of Peru, and his forward-looking cabinet.

Sent by the newly created tourist division of the Office of Foreign Affairs are many things of interest to people who plan a sight-seeing trip to Peru. Among them is a large plaster cast of a difficult piece of Andean engineering. Here a modern highway loops and curves back on itself again and again, traversing a mountain pass deep in a craggy canyon, while a railroad goes straight across between two tunnels through mountains in one-twentieth of the distance. Pictures of Lima, of textile factories, government buildings and innumerable other places of interest testify to the *determined* modernization of Peru.

The display of wool rugs in miniature is a colorful feature of the modern industrial section. Unfamiliar wools such as llama, vicuna and alpaca—shown in a raw state among the agricultural products—are here fashioned into soft, deep-piled coverings for floors and hangings for walls. A hundred or more additional manufacturing interests are represented in the industrial section, including a wide variety of cotton and wool textiles, fine wines and liquors, cosmetics, cigarettes and other tobacco products, coffee, and drugs.

Among the natural resources, a display of finished pieces of seventy different va-

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rieties of woods holds paramount interest. An amazing number of these woods, which come from both mountain regions and the jungle, have lovely natural color and unusual marking.

Palo violeta is soft reddish violet in hue, and is used in making furniture and interior decorative work, such as marquetry for floors and paneling. Palo de rosa wood, employed for the same purposes, is cream colored, brightly streaked with rose. Peruvian chestnut and two varieties of Peruvian cedar are beautiful and useful. Yacumana caspi is deep maroon red and cream. Metolago is a most distinctive wood for craft work, which is veined like marble. There are so many beautiful hard woods in soft browns, grays, and light colors, and such interesting soft woods for various uses, that it is impossible to describe them all. They must be seen to be appreciated.

Rubber, coffee, cotton and grains are featured in the display of agricultural products. To North American eyes, the brightly colored ears of corn, so much larger as to grain than any grown in this country, are almost unbelievable. There are curious roots and fibers in this section also that interest visitors, for from them are made many of our standard drugs, insecticides, and manufactured products.

The Peruvian exhibit as a whole is highly interesting and revealing. From it may come a number of distinctive industries heretofore undreamed of in this country.

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The Dallas Enameling Company, 2650 Main Street, has exclusive rights in the Dallas territory for LoBaKnamel, which bakes at a temperature of 185 degrees Fahrenheit. The firm is also fully equipped to completely recondition automobiles.

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The baking also arrests the progress of oxidation and provides a complete covering for the car.

Bob Burns Coming Here

Bob Burns, droll humorist of the screen and radio, will bring his bazooka to the Pan American Exposition for two appearances in the Cotton Bowl September 25 and 26. There will be no admission charge for the 46,200 seats of the mammoth stadium on the nights of his appearances.

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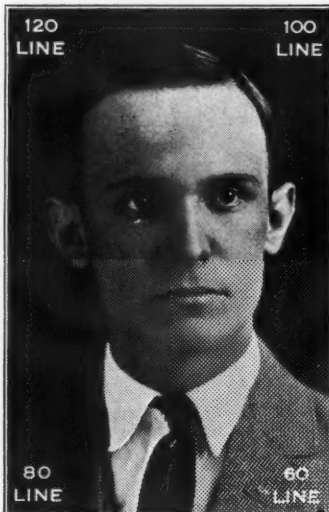
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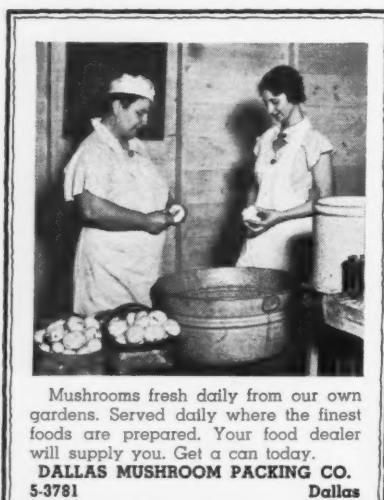
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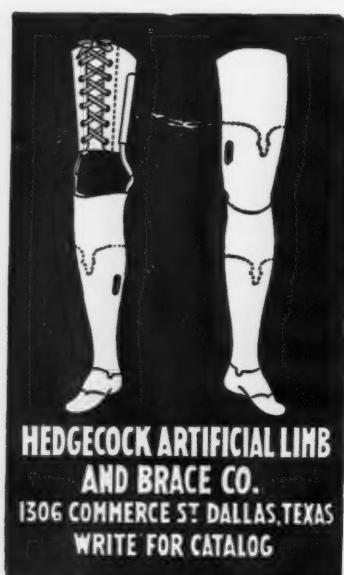
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DALLAS BUSINESS

(Continued from Page 19)

3504 Jamaica Street. Mattresses.

Nichols & Hauk, 2916 Hall Street. Custom-made furniture.

Regal Foods, Inc., 4036 Commerce Street. Food products—canned and pit barbecue, relishes, salad dressings, mustard and spices.

Smith Bakery, 2512 Cedar Springs. Bakery.

Texas Vinegar Company, 809 Latimer Street. Vinegar manufacturers.

Venetianette, Inc., 611 South Hampton Road. Venetian blinds for automobiles.

Wholesale and Branches:

Baxley & Cameron Premium Co., 304 South Harwood Street. Theatrical supplies and equipment.

Bloch Bros., second floor, Daniels Building. Wholesale millinery. Home office, Memphis, Tenn.

Colonial Studios, Inc., 718-A Santa Fe Building. Greeting cards.

Colonial Wallpaper & Paint Co., 1919 Main Street. Paint and wallpaper.

Diesel Engine Supply Co., 2501 Wall Street. Diesel motor fuels and supplies.

Ensign Carburetor Co., Ltd., 900 South Ervay Street. Complete stocks of Ensign equipment for distribution to sales and service representatives and to the various Texas, Mid-Continent and Gulf Coast oil fields. L. C. Arter, branch manager. Home office, Huntington Park, Calif.

Kil-Smel Company, 503 West Jefferson Street. Disinfectants.

Lipscomb & Sansom, 802 Thomas Building. Cotton and cottonseed products.

Main Street Auto Parts Co., 3028 Main Street. Automobile equipment.

Nash Motors Division of Nash-Kelvinator Corp., 402 Dallas National Bank Building. Regional office covering Texas, Oklahoma, Arkansas, Tennessee, Georgia, Louisiana, Mississippi, Alabama and Florida. Walter J. Heinze, Southern Sales Manager in charge. Home office, Kenosha, Wis.

Bennie Schwartz & Co., 902 Commerce Street. Ladies' ready-to-wear, wholesale. Home office, Chicago, Ill.

Oil Companies:

Butler & Horne, 1607 Tower Petroleum Building. Oil producers.

Cross-Tex Petroleum Corp., Delaware corporation granted permit to do business in Texas; C. A. Matthaei, Republic Bank Building, Texas agent.

Mid-Southern Enterprises, Inc., incorporated for \$10,000, by Marvin Cooper, Walter Markham and Carroll Alleman. Oil producers.

Petroleum Daily, Inc., 503 Continental Building. Daily newspaper devoted to the petroleum industry.

Philisan Oil Co., Inc., incorporated for \$44,000 by M. H. Parkerson, D. Callen-

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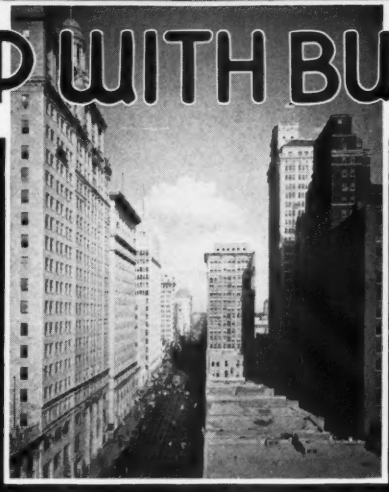
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corporation granted Texas permit;
Thomas A. Kleinman, 2215 Latimer
Street, Texas agent.

Southwest Company, 708 Republic
Bank Building. Oil producers.

W. R. R. Oil Company, capital stock
\$100,000. Incorporators H. B. Robb, R.
W. James and N. F. Wertheimer. Oil
producers.

Miscellaneous:

Braun & Company, 409 Great National
Life Building. Norman H. Gallison, man-
ager. Advertising and public relations.

Direct Delivery Service, 1612 Bryan
Street. Deliveries.

James Duff, 4600 Preston Road. Archi-
tect.

John Hancock Mutual Life Insurance
Co., Boston, Mass., re-entered Texas to
write life insurance, with Dallas as head-
quarters for the State. Ricks Strong
Agency, 409 North Akard Street, Texas
representative.

Kenkirk's Music School, Liggett Build-
ing. Private school.

Lawyers' Title Insurance Corp., Rich-
mond, Va., announced plans for entering
Texas to write title insurance, with Dal-
las as State headquarters. Location of office
not yet announced.

Frank Lewis, Inc., 401 Southland Life
Building. Investment brokers.

Mizell Tax Service, 410 Dallas Na-
tional Bank Building. Accountants and
tax service.

Frank C. Winey, 212 Burt Building.
Investments.

DALLAS PLANT MAKES

(Continued from Page 16)

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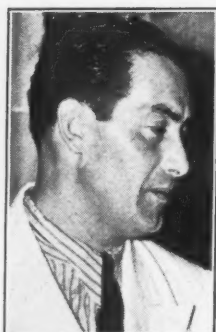
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Metropolitan Business College

Headliners

OF THE MONTH

H EADLINERS honors this month are shared by three members of the Peruvian delegation to the Pan American Exposition, and by the chairman of the show committee of the Southwestern Style Show Association. Opening of Peru's exhibit in the Pan American Palace and the successful staging of the three Fall style shows were outstanding events of the month.



JULIO TIJERO
cotton farming in the Southwest.

Julio Tijero, member of the Peruvian commission to the Pan American Exposition, is a cotton planter and a noted archaeologist. He has made his Dallas visit the occasion for intensive study of cotton farming in the Southwest.

Lester Lorch, as chairman of the show committee, was largely responsible for the unusual success of the 1937 Fall series of Southwestern Style Shows. The shows were staged during the Fall market season on three successive Tuesday nights.



LESTER LORCH



LUIS P. NAVARRO

Luis P. Navarro, Peruvian business man, is another member of the commission, the fourth member of which is Cesar Miro. St. Navarro collected the silver and artifacts displayed in Peru's exhibit.

Fernando Berckmeyer, Peru's consul-general at San Francisco, is official head of the Peruvian delegation to the Exposition, and directed assembling of his country's exhibit.



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HOTEL BROWNWOOD.....Brownwood
HOTEL SOUTHERN.....Brownwood
HOTEL LAGUNA.....Cisco
HOTEL CLIFF TOWERS.....Dallas
HOTEL DONNA.....Donna
HOTEL CORTEZ.....El Paso
HOTEL TEXAS.....Fort Worth
HOTEL BUCCANEER.....Galveston
HOTEL JEAN LAFITTE.....Galveston
CORONADO COURTS.....Galveston
MIRAMAR COURT.....Galveston
HOTEL CAVALIER.....Galveston
HOTEL LUBBOCK.....Lubbock
HOTEL FALLS.....Marlin
HOTEL GHOLSON.....Ranger
HOTEL CACTUS.....San Angelo
ANGELES COURT.....San Antonio

VIRGINIA
HOTEL MOUNTAIN LAKE.....Mt. Lake



MANUFACTURERS

(Continued from Page 14)

Beverages, 22.

Building materials, 29.

Chemicals (including paints, petroleum refining, drugs, medicines, cosmetics, etc.), 96.

Electrical equipment and appliances, 17.

Food products, 146.

Furniture and home furnishings, 52.

Iron, steel and metal products, 65.

Leather goods, 8.

Machinery and equipment, 48.

Paper and paper products, 17.

Printing and publishing, 184.

Textiles (including textile products other than clothing), 35.

Wood products, not including furniture, 30.

Miscellaneous, 86.

"With its 105 apparel industries, Dallas ranks with the first five cities in the nation as a clothing manufacturing center," the foreword to the directory states.

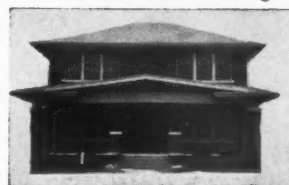
"Its 146 food industries produce a greater volume of food products than any other city in the Southwest. As a center for the production of consumer goods, Dallas outranks the second and

third cities of the Southwest combined. In number of plants and variety of goods produced, Dallas leads all other Southwestern cities.

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School Annuals

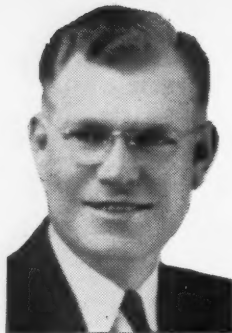
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Casino Enlists New Entertainment

THE Pan American Exposition's Casino Revue took on new sparkle for the final ten weeks, and last half of the engagement, when all new novelty and comedy acts were added last month. The revue, assembled under the direction of Producer George Preston Marshall, had played to uniformly good houses during the first ten weeks and had made theatrical history in the Southwest. Many critics had called the brilliantly staged one hour and fifteen minutes of entertainment the "perfect revue".

Some of the foremost entertainers of the nation are to be introduced into the cast during the remaining weeks of the revue. The all-new novelty and comedy numbers presented on the night of August 21 included the Three Diamonds, comic cavorting brothers, on brief leave from Hollywood where they are to begin a new picture as featured players early in the Fall. The boys have been back in America only a few months following solid bookings for three years in European music halls.

Sibyl Bowman, shining comedienne in numerous Broadway musical comedies, also began a four weeks engagement, as did Gil Lamb, eccentric long-legged dancing man who is assisted in his number by Tommy Sanford, billed as the harmonic wizard.

Florence and Alvarez, internationally celebrated dancing team, took over the dancing features that have presented Georges and Jalna since the revue opened. Florence and Alvarez do a dance on the reflecting disc and take a prominent part in the "Bolero" number.

In the opening scene where Georges and Jalna have danced, Casino patrons are treated to a new singing number by the Gauchos and Art Jarrett. Heretofore the "Texanita" tune has furnished music for the Pan American precision line to dance as Texanitas. Now Jarrett and the Gauchos sing the words to that lively tune with the Gauchos clustered around the stairways of the Spanish house and Jarrett sitting on a chair strumming his guitar.

In the changes that have been effected in the revue, none of the original beauty of color and melody has been sacrificed. The Gauchos still march in their colorful attire and still sing their numbers. The precision girls, as Texanitas and as Blue Bonnet girls, still dance as precisely as they did. The ballet girls and the precision girls still do the marvelously beautiful ostrich fan dance to the accompaniment of Art Jarrett's "Don't You Know or Don't You Care?", and all perform with the same abandon in the weirdly beautiful "Bolero".

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Index to Advertisers

Acme Screen Co.	25	Libecap Electro Co.	39
Adleta Showcase and Fixture Co.	31	Lone Star Gas Co.	21
Ahlfinger, Max	30	Long, Lloyd M.	39
Allen Building	27		
American Beauty Cover Co.	35	Majors, B. H.	38
American Paint & Supply Co.	24	Maple Avenue Transfer and Storage Co.	32
American Transfer & Storage Co.	28	Marcy Lee Mfg. Co.	26
Ashburn, J. Foster	35	McElreath, Sam Ross	25
Atlas Metal Works	25	Mercantile National Bank	31
Austin Engraving Co.	33	Metropolitan Building & Loan	17
		Metropolitan Business College	35
Baker Hotel	38	Mitchell, John R.	27
Baylor University and Hospital	21	Morten Milling Co.	24
Beaumont Port Commission	34	Mortor Freight Page	4
Billings, Dr. C. W.	37		
Bowen, W. J.	21	Nation Wide Business Bureau	35
Brown Cracker and Candy Co.	25	National Hotels	36
Byer-Rolnick Hat Co.	23	Nelson & Nelson	35
Cannon Ball Towel Supply Co.	37	Oldham & Sumner Lumber Co.	35
Cargo, Hugh	34	Old Union Beer	35
Chickasaw Company	39	Outdoor Electric Advertising Corp.	26
Clarke & Courts	2		
Clegg, Paul R.	30	Paper Excelsior Packing Co.	25
Corders Bakery	27	Pollock Paper Co.	24
Crockett Printing Co.	35	Provident Life Insurance Co.	39
Cullum & Boren	19	Purity Ice Cream Co.	34
Dallas Distilled Water Co.	25	RefinOil Service Co.	26
Dallas Enameling Co.	22	Republic Insurance Co.	28
Dallas Engineering Co.	26	Republic National Bank	21
Dallas Mushroom Packing Co.	34	Republic National Life Insurance Co.	32
Dallas Power & Light Co.	21, 38	Revis-Suggs Funeral Home	36
Dallas Railway & Terminal Co.	21		
Dallas Transfer & Terminal Warehouse Company	32	Scharbauer's Dixie Cotton Chopper Co.	21
Dentler Maid Food Products	24	Schell, Lawrence, Studios	32
		Schwartz, Nathan	21
Ellis-Smith	39	Seven-Up Bottling Co.	40
Ely, Henry	38	Smith Millwork & Cabinet Shop	26
Ewing, S. L.	35	Southland Life Insurance Co.	21
		Southwestern Blue Print Co.	35
Fifteen Minute Auto Wash	35	Southwestern Life Insurance Co.	21
First Federal Savings	32	Spikes Brothers Broom Co.	26
First National Bank	21, 22	Standard Fixture Co.	24
Frankfort Finance Corp.	35	Stewart Office Supply Co.	5
		Storm, E. J., Printing Co.	35
General Plumbing Supply Co.	26	Superior Photo Engravers Co.	32
Gulf Insurance Co.	21		
Gulf Oil Co.	3	Tardy, James N.	17
Gulf States Life Insurance Co.	21	Texacone Company	21, 25
Gunter Hotel	19	Texas Corrugated Box Co.	24
		Texas Cut Stone Co.	25
Hawkins Tire & Battery Co.	38	Texas Sanitary Supply Co.	35
Hedgecock Artificial Limb Co.	34	Terry Brothers	35
Hesse Envelope Co.	28	This Week in Dallas	35
Hudson & Hudson Co.	36	Tray Service Co.	24
Ideal Laundry and Cleaning Co.	32	Ware Rubber Co.	5
Johnson, John J.	35	Watson Company	39
		Wholesale Merchants Building	30
Keller Upholstering Shop	26	Wilkinson Printing Co.	37
Kennedy Machine & Brass Works	24	Wilson, James K.	23
		Wright Titus Co.	28
		Zanes Motor Freight Co.	32

Announcing the opening of the Fine New Home of **7up DALLAS COMPANY, Inc.** **2700 Live Oak Street**

Try Genuine 7up today—"a good mixer in any company."

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- .. You like it ... it likes you!
- .. For your stomach's sake!

One of the most modern and sanitary bottling plants in AMERICA has just gone into operation in the plant of the 7up Dallas Co., Inc., at 2700 Live Oak Street. Batteries of Ultra Modern sparkling machines in which your favorite beverage is untouched by human hands from the time its superfine ingredients are first mixed until it is hermetically sealed in its four times sterilized bottles.

SCIENTIFICALLY PERFECT SANITATION. EVEN THE WATER USED IN 7up IS CONDITIONED WATER, AS WE USE A SPECIALLY MANUFACTURED WATER CONDITIONING PLANT.



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to drop by and visit us in our new plant. We will treat each visitor to a delicious, refreshing bottle of 7up.

7up IS A PURE CARBONATED BEVERAGE, BOTTLED FOR PURITY'S SAKE.

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7up DALLAS COMPANY, INC.
2700 Live Oak St. Phone 3-4127

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